

NEWS RELEASE

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THE LAURA MILNER WHITE FUND PARTNERS WITH THE NORTH WEST COMPANY TO PUT A BOUNCE INTO THE STEP OF INNER-CITY SCHOOL CHILDREN

WINNIPEG—Physical education classes are popular with most school children, and now for Mulvey School students that class will give them something more to look forward to. With the support of The North West Company, (NWC), the Laura Milner White Fund will be donating running shoes to the student population of Mulvey School, 750 Wolseley Avenue, Winnipeg, Manitoba.

“Laura Milner White was a volunteer in an inner city school and part of her dream was to continue assisting students at these schools,” said Peter White of the Laura Milner White Fund. “We approached Mulvey School looking for a way we could help. The donation of running shoes is just one of the ways we are continuing Laura’s work.” The school brought our request to their Parent’s council, and they outlined a number of areas where the Fund could help.

“The fund had assisted us previously in providing art supplies,” remarked School Vice Principal Peter Correia, “and runners are something kids need all the time.” This donation will help ensure all the Mulvey School students have proper foot wear for physical education classes.

On Monday, March 20, 2006, The North West Company, through their Giant Tiger stores and Odd Lots Clearance Center will be donating approximately 300 runners to the school. “Just like the schools and charitable organizations, our stores are part of the neighbourhood,” commented Phil Marriott, Director of Marketing Services, NWC. “This project was a good fit and we hope the runners will be as well.”

The North West Company Inc. is a leading Winnipeg-based retailer of food, everyday products and services to rural communities and urban neighborhoods across Canada and Alaska. NWC operates 193 stores under a number of trading names including Northern, North Mart, Giant Tiger and AC Value Center, and provides catalogue shopping services through its Selections catalogue in Northern Canada. For more information visit www.northwest.ca

The Laura Milner White Fund is a charitable organization created to make a positive difference in the lives of Winnipeg’s inner city children, so that they can achieve their highest potential. The Fund strives to accomplish this by encouraging volunteers to work and mentor with children in ways that will enrich their education, help meet basic needs, expose them to extra curricular activities and develop life skills.

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